Program Cheat Sheet

WHO. The Commonwealth Office of Broadband Outreach & Development has contracted with the Kentucky Council of ADDs to assist in accomplishing the defined goals.

WHAT. Broadband KY has three main goals:
→ Gain an understanding of the availability and usage of high-speed internet (broadband) services in Kentucky (i.e. Who is using broadband/how they are using it)
→ Identify opportunities for growth in broadband availability and use
→ Develop strategies for targeting growth in un/underserved areas and in areas where populations are not taking advantage of broadband tools to facilitate personal and economic growth

As part of this work, a statewide Internet Usage Survey deploys February 8-March 7, 2012 and will go to approximately 80,000 households and 20,000 businesses/organizations. Data from this survey will enable the ADDs to develop action plans for targeting areas of growth. Those who do not receive an email invitation can fill out the public survey by visiting www.broadband.ky.gov.

WHEN. Broadband KY is funded through 2014 through the Commonwealth Office of Broadband Outreach & Development. Following the survey, the ADDs will be identifying and activating targeted initiatives in specific areas in Kentucky that are deemed pockets for significant growth in either availability or adoption (meaningful usage). These targeted initiatives will begin mid-2012.

WHERE. Once the survey data has been compiled, we will target specific locations to focus on. The majority of the time and resources allocated for the project will be used to achieve the above goals in the defined pockets of potential significant growth in availability/use.

WHY. Broadband has been identified by the U.S. Government as a key to accelerating a variety of programs and services that affect economic growth, global competitiveness, and quality of life. Identified advantages include*:

→ Education and Culture
→ Telehealth and Telemedicine
→ Economic Development/E-commerce
→ Electronic Government
→ Public Safety and Homeland Security
→ Communications Services

*source: www.broadband.gov/broadband_advantages.html

For more information about the Broadband KY program, visit www.broadband.ky.gov.